

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BOGOTA

INFO AMCONSUL CALI

AMCONSUL MEDELLIN

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E.O. 11652: N/A

TAGS: BEXP CO

SUBJ: FY 75 EVENT PROGRAM

REF: (A) BOGOTA 1275; (B) STATE A-771

FROM COMMERCE

1. RE EMBASSY SUGGESTION REF A POSTPONE FY 75 TYPE I SOLO EXHIBITION IN FAVOR OF TYPE I PARTICIPATION XI INTERNATIONAL FAIR OF BOGOTA, JULY 1976. OIM ANTICIPATES INCLUDING IN FY 76 EVENT PROGRAM U.S. PRESENCE BOGOTA FAIR, EITHER THRU TYPE I SOLO, COMMERCIAL PRESENCE FAIR OR OTHER APPROPRIATE VEHICLE. THIS IS IN ADDITION TO FY 75 TYPE I SOLO, MARCH 1975. BEST MARKET MIX FOR COLOMBIA MAY WELL BE EXHIBITION BY LOCAL AGENTS/ DISTRIBUTORS IN BOGOTA FAIR, FOLLOWED BY U.S. SOLO EXHIBITION IN ALTERNATE YEAR.

2. EVALUATION OF COMMERCIAL RESULTS ATTRIBUTABLE TO EMBASSY-SPONSORED PAVILION X INTERNATIONAL FAIR WILL PROVIDE INDICATION
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EVOLVEMENT BOGOTA FAIR INTO MORE TRADE ORIENTED EVENT AND GENERAL

IMPRESSION SUCCESS EXHIBITION BY LOCAL AGENTS/DISTRIBUTORS. HOWEVER, NOT COMPARABLE TO TYPE I SOLO, WITH COMMERCE PROCURE-
MENT, INCLUDING NEW TO MARKET FIRMS, FULL EXHIBITION MANAGE-
MENT TEAM, EXHIBITION PROMOTION, EMPHASIS SPECIALIZED PRO-
DUCT CATEGORIES, ETC. BELIEVE TYPE I SOLO SCHEDULED FY 75
REQUIRED TO EVALUATE COLUMBIAN MARKET FOR FUTURE EVENTS THIS TYPE.

3. TENTATIVE POSTPONEMENT TYPE I SOLO WOULD RESULT IN NO
EXHIBITION. LEAD TIME FOR PRODUCT THEME SELECTION, MARKET
RESEARCH, INDUSTRY POLLING, PLANS PACKAGE, ETC., OUTLINED REF
B MUST BE STRICTLY ADHERED TO. EXHIBITION CAN NOT BE DELAYED
PAST MARCH 1975 AS OIM ANDEAN SECTION HAS TYPE I SOLO SCHEDULED
CARACAS, JUNE 1975 AND UNABLE PLAN/PROCURE TWO MAJOR EVENTS
IN SAME TIME FRAME.

4. ACTION REQUESTED: UNLESS CCP TASK FORCE HAS OVERRIDING REASONS
WHY MARKETING APPROACH OUTLINED PARA 1 NOT APPROPRIATE
COLOMBIAN MARKET, OIM WOULD APPRECIATE CABLE RECOMMENDATIONS
FOR PRIMARY AND SECONDARY PRODUCT GROUPING, DUE 15 AND ADVICE
AS TO WHETHER MAU ABLE PROVIDE REQUIRED DESK STUDIES ON
OR ABOUT MAY 17. CASEY

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